



Export News

U.S. Export Assistance Center
Houston, Texas

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U.S./CENTRAL AMERICA BUSINESS WEEK

Westin Galleria, Houston

October 21-23

U.S. exports to the Central American Free Trade Agreement (CAFTA) countries of Guatemala, Honduras, El Salvador, Nicaragua and Costa Rica amounted to more than \$11 billion in 2002 making the CAFTA region the third largest market for U.S. exports to Latin America behind only Mexico and Brazil.

In conjunction with the eighth round of U.S.-CAFTA negotiations, the U.S./Central American Business Conference will include panel discussions, one-on-one business meetings, a reception, and other networking opportunities.

U.S. Department of Commerce staff participating during the week are:

- Mitch Larsen, senior commercial officer for Guatemala and Honduras; and
- Pamela Woods, director of Monitoring and Information for the Trade Compliance Center.

Senior Commercial Officer Larsen and Director Woods will be on a panel Tuesday morning Oct. 21 discussing *Exporting to Central America* and will be available for one-on-one meetings with registered attendees on Thursday. **Director Woods will also be available to meet with area companies on Monday, October 20 from 1:30 - 3:00 pm** in our office. For details, contact Nya Igambi at 281-449-9423 or nyamusi.igambi@mail.doc.gov.

Other U.S. Government organizations participating will be the Office of the U.S. Trade Representative, Export-Import Bank, Trade Development Agency and the Overseas Private Investment Corporation.

Registration for U.S. Export Assistance Center clients is \$75. That is a 50% savings off the \$150 registration fee. Mention our name when signing up to receive the discount. For more information, contact Cari Broderson at 713-844-3635 or cbroderson@houston.org.

See **EVENTS** on page 4 for program's agenda.

EXPORT OPPORTUNITIES FOR 2006 WINTER OLYMPICS IN TURIN, ITALY

While two separate organizations are involved in organizing the XX Winter Games, the Turin Olympics Organizing Committee (TOROC) and Agenzia Torino 2006, the U.S. Commercial Service in Italy is committed to helping U.S. companies pursue export possibilities related to these Olympics. While many contracts for Olympics-related projects will be awarded to Italian companies, U.S. companies can participate as partners, investors or suppliers in the games' major infrastructure projects. Construction and investment in northwestern Italy over the next two and one-half years could present many opportunities.

The Internet is the main point of contact for tenders from both TOROC and Agenzia Torino 2006. Interested firms are encouraged to periodically check the English language (www.torino2006.org/eng/toroc_193.htm) and Italian language (www.torino2006.org/ita/toroc_173.htm) versions of the "agreements negotiations" page of the TOROC web site. The site for Agenzia Torino 2006 (www.agenziatorino2006.it) is updated every Monday and lists all tenders, including those for which bids have already been successfully submitted.

Note: The above information comes from an "Export America" article by Federico Bevini, U.S. Commercial Service in Italy. For a copy of the July 2003 article see <http://www.export.gov/exportamerica/>.

SAKHALIN CHRONICLE LAUNCHING

The *Sakhalin Chronicle*'s first issue is expected in November. The publication will highlight developments in the Sakhalin region with the first issue's keynote articles from organizations such as Sakhalin Administration, Exxon Neftegas, Sakhalin Energy and the DTI (Trade Partners UK). To be listed in the publication's Directory of Services for a fee, send an e-mail to david.bishop@informa.com.

ISRAEL - BEST PROSPECTS FOR U.S. EXPORTERS

Excerpted from our new *Country Commercial Guide*, this is the list of those sectors where major opportunities exist for U.S. exporters. See <http://www.buyusa.gov/israel/en/page175.html>. For the Best Prospects List of other countries, see their *Country Commercial Guide* at www.export.gov. Go to Market Research and then Country & Industry Market Reports.

VISA WAIVER PROGRAM - MACHINE READABLE PASSPORT DEADLINE EXTENDED

Travelers from 21 countries included in the U.S. Visa Waiver Program should be aware that by next year they will need a machine readable passport (MRP) in order to enter the U.S. without a visa. These passports have biographical information about the traveler on a computer chip, and they are tamper-proof, which is why the Department of Homeland Security and State Department are requiring them. **The date for compliance with this rule has been moved back to October 26, 2004. However, there are six countries whose citizens are already required to use MRPs.** To find out which countries are affected, and to learn more about the MRP requirement go to the U.S. Department of State's Visa Waiver Program at <http://travel.state.gov/vwp.html>.

THE TWELVE MOST COMMON EXPORTING MISTAKES

1. Failure to obtain qualified export counseling and to develop a master marketing plan before starting an export business
2. Insufficient commitment of top management
3. Insufficient care in selecting overseas agents or distributors
4. Chasing orders from around the world instead of establishing a basis for profitable operations and orderly growth
5. Neglecting the export business when the U.S. economy booms
6. Failure to treat foreign distributors on an equal basis with domestic counterparts
7. Unwillingness to modify products to meet regulations or cultural preferences of other countries
8. Failure to print services, sales, and warranty messages in locally understood language
9. Failure to learn about risk protection products available from the U.S. government
10. Failure to learn which financial institutions excel in providing the services needed for business overseas
11. Failure to consider use of an export management company or any other marketing intermediary
12. Failure to consider licensing or joint venture agreements

Source: Richard Uss, Florida Export Finance Corporation, compliments of the North Texas USEAC.

Globalspeak.com WEBCASTS

SINGAPORE

With a brand-new Free Trade Agreement and a hunger for U.S. products and services, Singapore should be on the map of any U.S. exporter. Singapore is the 11th largest trading partner of the United States, with nearly \$33 billion in bilateral goods trade in 2001. That total is poised to increase as the newly-signed FTA sweeps away trade barriers and spurs trade and investment. To view this **webcast** *On the Road Market Brief* and learn more about best prospects in this dynamic Asian market go to www.export.gov/cs.

WEBSITE AVAILABLE ON

FOREIGN CORRUPT PRACTICES ACT

U.S. firms seeking to do business in foreign markets should be familiar with the Foreign Corrupt Practices Act (FCPA). In general, the FCPA prohibits American companies from making corrupt payments to foreign officials for the purpose of obtaining or keeping business. It is important to know what falls under the Act's guidelines, including responsibilities of partners of U.S. companies. For detailed information on this topic, visit the FCPA page of the Business Information Service for the Newly Independent States website at www.bisnis.doc.gov/bisnis/fcp1.htm.

VENEZUELA ENFORCES PRESHIPMENT INSPECTIONS

As of September 1, all merchandise exported to Venezuela must be inspected at the port of exit. The purpose of such measures is to deter customs fraud, ease tax collection and expedite the nationalization of merchandise once at the port of entry. For a report on this topic and list of inspection companies, contact our office.

IT'S TIME FOR YOUR NAFTA COMPLIANCE REVIEW

Every fall, importers and exporters should conduct their annual NAFTA compliance review. This includes reviewing your products for NAFTA-eligibility and sending letters requesting NAFTA Certificates of Origin for next year.

TRADE LEADS

GLOBAL TRADE & TECHNOLOGY NETWORK (GTN)

- A **Ghanaian** IT firm seeks to establish a joint venture with a **Wide Area Network provider** and a software developer (#RGH20030925003).

- A **Namibian** company is interested in becoming a local agent/distributor for **wireless and broadband carriers** (#RNA20020522376).
- A **Serbian** company seeks suppliers for **welding and pipe cutting equipment** (#RYU20030923012)
- The **Kenya Ports Authority** has an open tender for the supply of **mobil cranes and forklift trucks** (#RKE20030923001)

For more information on GTN or the leads above, please contact Andres Borasino at 281-449-9428 or aborasino@usgtn.net. Visit GTN's website at <http://www.usgtn.net/>.

BAHRAIN- COMPANY SEEKS PARTNER FOR POWER PLANT PROJECT

A Bahraini company is seeking to develop their business relationship with a reputable American firm within the power sector. The Bahraini company seeks to sponsor a U.S. firm to compete to produce and manage a new power plant in Bahrain's Hidd industrial area. For details, contact our office.

TUNISIA - SHIPYARD REPAIR & MAINTENANCE MACHINERY & EQUIPMENT

U.S. company seeking boiler workshop, electricity workshop, dry-docking and surface treatment, and lifting and handling machinery and equipment to fulfill contract they were recently awarded in Tunisia. Contact our office for details.

BRAZIL - OIL/GAS & WATER TREATMENT

Client of U.S. Commercial Service in Brazil seeks to represent American firms with the following products: oil and gas fiberglass tubing, sucker rods, rod pumps, filters for water treatment, filters for water disposal, and equipment for salt water treatment. Brazilian company has U.S. office. Contact our office for details.

EVENTS

U.S. COMMERCIAL SERVICE TRADE EVENTS CALENDAR

Promote your products and services through our trade events including the International Buyers Program (IBP) at domestic trade shows, foreign trade shows, trade missions and catalog exhibitions. See http://www.export.gov/comm_svc/eps_events.html or see www.export.gov/cs and go to Products and Services, then Trade Events and Related Services.

U.S./CENTRAL AMERICA BUSINESS WEEK

Westin Galleria, Houston
October 21-23

Agenda

Tuesday, Oct. 21 - **Trading with Central America**

- Importing from Central America
- Exporting to Central America
- Opening Reception

Wednesday, Oct. 22 - **Business Without Borders:
New Ties Binding the U.S. and Central America**

- U.S./CAFTA Negotiators
- U.S. Corporations in the Region
- Brief remarks by The Honorable George H.W. Bush, former President, U.S.A.
- Financial/Project Opportunities
- The U.S./CAFTA: Economic Implications for Small Business
- Building Support for U.S./CAFTA on Capitol Hill

Thursday, Oct. 23 - **Pre-Scheduled Business-to-Business and Agency Meetings**

Cost: \$75 for U.S. Export Assistance Center clients. Contact Cari Broderson at cbroderson@houston.org or 713-841-3635 for details.

52nd Annual Houston Consular Forum Honoring
The Netherlands

**Reception & Business Conference**

Clear Lake, Texas
October 23 & 24

Learn about the economy of the Netherlands and explore trade opportunities with diversified, technologically advanced and globally successful Dutch companies. On Friday, Ambassador Boudewijn J. van Eenennaam will be the keynote speaker discussing *The Expansion of the European Union*. Cost \$75. To register see www.houstonconsularforum.org.

**CHALLENGES AND OPPORTUNITIES FACING THE
PETROCHEMICAL INDUSTRY IN BRAZIL**

Doubletree Hotel-Galleria
October 30

Brazil-Texas Chamber of Commerce luncheon featuring Carlos Guimaraes, vice president, Environmental Operations Business and vice president, Operations - Chemicals Business Group, Dow Chemical Company. Cost \$35 members/\$70 non-members. For details see www.braziltexas.org or phone: 713-827-7226, fax: 713-973-0887 or chamber@braziltexas.org.

BASICS OF EXPORTING WORKSHOP

Montgomery College, Conroe, TX
November 6

Program:

- SBDC International Trade Center
Carlos Lopez, UH SBDC
- Export Marketing
Alan Richel, U.S. Department of Commerce
- Export Financing / Letters of Credit
M.G.Shetty, JP MorganChase Bank
- Credit Insurance & Loan Guarantees
Kelly Kemp, Export-Import Bank of the U.S.
Miguel Ruiz, U.S. Small Business Administration
- Freight Forwarding / Logistics
Yvette Epstein, Panalpina

Cost is \$20.00. Time: 8:30am-12:30pm

For details contact Alan Richel at alan.richel@mail.doc.gov or 281-449-9417.

U.S. EXPORTS TO CHINA - OPPORTUNITIES & PITFALLS

U.S. Asia Exhibition Center, Houston
November 14 & 15

Panel topics include "New Opportunities for U.S. Manufactures in China", "How to Negotiate with Chinese: Rockets to Yao Ming" and "Intellectual Property Protection Issue in Doing Business with China", among others. Cost. \$450. For details, contact Ms. Crystal Yu at 713-541-2770 or 800-251-5026; or James Shu at shu_xj@msn.com.

Houston West Chamber of Commerce

FOCUS ON JAPAN - RECEPTION

November 18

International trade opportunities with Japan will be the focus of an upcoming reception. The guest of honor will be Makoto Kobara, Chief Executive Director of JETRO-Houston. The event will begin at 5:30pm. Cost \$15. For details contact Ryan at 713-785-4922.

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